

The Hybrid Solution

In-Person **OR** on Camera or
In-Person **AND** on Camera!



Not everyone is ready to leave their home, get on a plane, and sit in a room next to a mask-less stranger. But as humans, we long for the socialization that only Conventions and Associations can provide.

Many have grown accustomed to conversing on camera and learning through the lens, but even more people are complaining about ZOOM-fatigue.

Hotels and Convention Hall doors will continue opening as the masses mobilize and the people start shuffling back to the shows.



But now we are faced with two distinctly different audiences with the same thoughts clouding their minds.

- Who is showing and who is going?
- Will there be enough benefit for me to go in-person?
- What will I miss if I attend on-line?
- Should my people stay home?

There are amazing benefits to going back to in-person events and incredible opportunities to continue to capitalize on on-line presentations.

The real winners are those who know how to identify the benefits and disadvantages of both venues.

You must create a scenario where all of your potential patrons feel that they are getting more than expected, no matter which path they choose. Remember, you are not only trying to fill the seats today, but preparing yourself and them for whatever tomorrow brings.

I have taught classes and presented to 100's and 100's of people in-person and on-line. I have hosted hybrid meetings and I know why they work and how they fail.

By defining your needs and the needs of your attendees, I can give you the framework and guidance necessary to leave lasting messages and keep your audience coming back and tuning-in for more.

**We can talk on the phone, on-line, or in-person.
But let's talk soon!**

Marty Jalove is an International Life and Business Coach. A euphoric optimist, persistently pursuing his passion of helping hundreds harness happiness.

The list of his speaking awards includes the coveted Toastmasters International Speech Championship, and multiple Humorous and Impromptu Speech Contest wins.

Marty enjoys connecting with groups, teams, and individuals, hoping to help them discover their "inner BACON" ... their Passion, Mission, and Evolution! Then, teach them how to explode with excitement in their education, relationships, career, business, and every aspect of their lives.



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